

27.02.2026

Dear Executive Vice-President Ribera,
Dear Executive Vice-President Virkkunen,
Dear Commissioner McGrath,
Dear Members of the European Parliament,
Dear Permanent Representative Rafti,

Letter to EU Institutions: A call to action

At a time of growing deterioration of digital services, at the cost of usefulness, consumer protections and human rights, the current pushes for deregulation represent unprecedented risks. The recent geopolitical uncertainty has highlighted how vulnerable the digital backbone of society becomes when relying on a few dominant companies. Urgent action is needed.

The undersigned, 29 civil society organisations, are therefore writing to express our concern about the increasing concentration of power and lack of alternatives in digital markets, the push for deregulation, and the urgent need to enforce digital laws to protect our fundamental rights and create a level playing field for competition and innovation.

Big tech companies use their outsized power and resources to steer innovation and the markets, as well as lobbying decision-makers, as we have seen by the Digital Omnibus proposals to deregulate the GDPR, ePrivacy Directive, AI Act and attempts to undermine the upcoming Digital Fairness Act. They exploit their power to normalize business models which in many cases are incompatible with fundamental rights, such as the collection and use of vast amounts of personal data for advertising and other purposes.

Technology companies are locking in consumers and business customers in order to degrade their services without fear of consequences. For example, they commonly populate websites and apps with ads and spam content, and remove or degrade useful



features, as outlined in a new report published by the Norwegian Consumer Council today.¹

The European Commission has recently proposed a “Digital Omnibus” aimed to deliver deregulation of the EU digital rules. With the proposed changes, there is a risk that Big Tech companies will further increase their dominance and control over digital markets. Instead of deregulating, the Commission and Member States should enact strong policies to create real alternatives to Big Tech, and double down on enforcement of existing tech regulation to create a more level playing field, protect people’s rights, and spur more innovation.

The path we are on can be challenged and reversed – we can have a better digital world.

To reach a better digital world that underpins our rights and goals, we must rebalance power between consumers, Big Tech and alternative service providers. By pruning back the excesses of Big Tech, by allowing interoperability, and by enabling challengers to emerge, alternative services to Big Tech can get the nourishment they need to grow and flourish.

Much of what is needed to prevent the concentration of digital markets, the ensuing deterioration of digital services, and the business models underpinning it, is already there. However, laws must be enforced and policies and strategies must become practice.

To achieve a better digital world, where technology works for people rather than against them, several steps must be taken:

1. **Rebalance power between service providers and consumers.** People should be allowed to control their digital experiences and decide how they want to use products that they own. It should be possible and practical to switch to alternative service providers, or tweak services they already use to suit their needs and preferences.
2. **Tackle dependency on Big Tech.** To lay the groundwork for innovative products and services and pave the way for

¹ <https://storage02.forbrukerradet.no/media/2026/02/breaking-free-pathways-to-a-fair-technological-future.pdf>



alternatives to Big Tech, competition in digital markets must be restored. Technology based on principles such as openness, interoperability and portability must be advanced through strategic investments. For example, the public sector should leverage its power as a major procurer to support alternatives to big tech through exploring options for ethical procurement of technology services.

3. **Double down on the enforcement of existing laws.** Far from hindering innovation, regulations provide crucial guardrails to guide innovation and ensure a level playing field. Weak enforcement allows big tech to continue its damaging practices at the cost of freedom of choice, service quality, and innovation. To remedy this, enforcement of existing laws must be strong and vigorous. This includes the DMA and competition laws more broadly, but also other digital rules such as the GDPR and consumer law.
4. **Close the existing legal loopholes by adopting a strong Digital Fairness Act.** Increase legal certainty and address loopholes in the legislation to better protect people for instance against deceptive and addictive design, and unfair personalisation.

Signed by,

Forbrukerrådet (Norwegian Consumer Council)

5Rights Foundation

Access Now

AK EUROPA

Amnesty International

ARTICLE 19

Asociația pentru Tehnologie și Internet

Aspiration

Balanced Economy Project

BEUC – European Consumer Organisation

Børns Vilkår

Check My Ads

Corporate Observatory Europe (CEO)

Data Rights



Defend Democracy
European Digital Rights (EDRi)
Electronic Frontier Foundation
epicenter.works
European Public Service Union (EPSU)
Homo Digitalis
Irish Council for Civil Liberties
noyb – European Center for Digital Rights
NSotA
Open Rights Group
Panoptikon Foundation
SOMO
Transatlantic Consumer Dialogue (TACD)
The Civil Liberties Union for Europe (Liberties)
Tænk tanken Digital Infrastruktur
Xnet, Institute for Democratic Digitalisation
and Cory Doctorow